

(FILE 'HOME' ENTERED AT 08:22:18 ON 19 NOV 2002)

FILE 'PCTFULL' ENTERED AT 08:22:24 ON 19 NOV 2002

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L1      381 S PLAYER(P) (LIBRARY OR DATABASE OR DATA(A) BASE OR STORE OR STORAGE) (P) PORTAL
L2      118 S PLAYER(P) (LIBRARY OR DATABASE OR DATA(A) BASE OR STORE OR STORAGE) (50A) PORTAL
L3      33 S PLAYER(P) (LIBRARY OR DATABASE OR DATA(A) BASE OR STORE OR STORAGE) (50A) PORTAL(P) LICENS?
L4      7 S PLAYER(P) (LIBRARY OR DATABASE OR DATA(A) BASE OR STORE OR STORAGE) (P) PORTAL(P) (LICENS?(5A) (RIGHT OR
PRIVILIG?))
L5      54 S PLAYER(P) PORTAL(P) (LICENS?(P) (RIGHT OR PRIVILIG?))
L6      75 S PLAYER(P) (DATABASE(A) SERVER) (P) (LICENS?(P) (RIGHT OR PRIVILIG?))

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FILE 'EUROPATFULL' ENTERED AT 08:31:37 ON 19 NOV 2002

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L7      0 S PLAYER(50A) (DATABASE(A) SERVER) (50A) (LICENS?(50A) (RIGHT OR PRIVILIG?))
L8      0 S PLAYER(150A) (DATABASE(A) SERVER) (150A) (LICENS?(150A) (RIGHT OR PRIVILIG?))
L9      2 S PLAYER(150A) (DATABASE OR SERVER) (150A) (LICENS?(150A) (RIGHT OR PRIVILIG?))

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FILE 'INSPEC' ENTERED AT 08:34:44 ON 19 NOV 2002

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L10     0 S PLAYER(150A) (DATABASE OR SERVER) (150A) (LICENS?(150A) (RIGHT OR PRIVILIG?))
L11     1 S PLAYER(150A) (DATA(A) BASE OR LIBRARY) (150A) (LICENS?(150A) (RIGHT OR PRIVILIG?))

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FILE 'PCTFULL' ENTERED AT 08:36:39 ON 19 NOV 2002

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L12     16 S PLAYER(150A) (STORAGE OR STORE OR SERVER OR DATABASE OR DATA(A) BASE OR
LIBRARY) (150A) (LICENS?(150A) (RIGHT OR PRIVILIG?))
L13     90 S PLAYER(150A) (STORAGE OR STORE OR SERVER OR DATABASE OR DATA(A) BASE OR LIBRARY) AND
(LICENS?(150A) (RIGHT OR PRIVILIG?))
L14     3 S PLAYER(150A) (STORAGE OR STORE OR SERVER OR DATABASE OR DATA(A) BASE OR LIBRARY) (150A) API AND
(LICENS?(150A) (RIGHT OR PR
L15     60 S PLAYER(150A) (STORAGE OR STORE OR SERVER OR DATABASE OR DATA(A) BASE OR LIBRARY) (150A) (PROXY OR GATEWAY
OR SERVER) AND (
SET LINELENGTH 95
SET LINELENGTH 85

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FILE 'PCTFULL' ENTERED AT 08:49:36 ON 19 NOV 2002

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L16     82 S PLAYER(150A) (STORAGE OR STORE OR SERVER OR DATABASE OR DATA(A) BASE OR LIBRARY) (150A) (PROXY OR GATEWAY
OR SERVER) AND (
SET LINELENGTH 95
SET LINELENGTH 200

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713/02

705/01

709/217, 218, 219

## Patent Assignment Abstract of Title

### Total Assignments: 2

Application #: 09679688

Filing Dt: 10/05/2000

Patent #: NONE

Issue Dt:

PCT #: NONE

Publication #: NONE

Pub Dt:

Inventors: Kenneth O. Lipscomb, John B. Petritis, Richard D. Robison, Kelly P. Morrison, Michael D. Hirsch, Eric Neal  
Muntz, John Paul Whitehead III

Title: System and method for distributing media assets to user devices and managing user rights of the media assets

### Assignment: 1

Reel/Frame: 011840/0629

Received: 06/01/2001

Recorded: 05/29/2001

Mailed: 08/11/2001

Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: MUNTZ, ERIC

Exec Dt: 05/25/2001

Assignee: ZAPMEDIA, INC.

SUITE 250

1355 PEACHTREE STREET, N.E.

ATLANTA, GEORGIA 30309

Correspondent: NEEDLE & ROSENBERG, P.C.

D. ANDREW FLOAM, ESQ.

127 PEACHTREE STREET, N.E.

SUITE 1200, THE CANDLER BUILDING

ATLANTA, GEORGIA 30303-1811

### Assignment: 2

Reel/Frame: 012558/0665

Received: 02/13/2002

Recorded: 01/29/2002

Mailed: 04/08/2002

Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: ZAPMEDIA, INC.

Exec Dt: 12/26/2001

Assignee: NEW ZAP MEDIA, LLC

SUITE 250

1355 PEACHTREE STREET, N.E.

ATLANTA, GEORGIA 30309

Correspondent: TECHNOPROP COLTON LLC

LAURENCE P. COLTON

P.O. BOX 567685

ATANTA, GA 31156

Search Results as of: 11/19/2002 9:20:02 A.M.



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## PRESS RELEASES

### PR Contacts:

Heather Schaeffer  
Jupiter Communications  
Tel: 415-503-6121

Michael Hesk  
Jupiter Communications  
Tel: (917) 534-6208

### Jupiter: Portal Commerce Primary to Wane

**Importance of Customer Retention, Need for Diversified Distribution Will Drive Retailers to Other Internet Marketing Options**

**MIAMI April 6, 1999**—Despite the huge volume of traffic portal sites offer commerce players, revenue expectations for portal tenancy deals are often overly ambitious and are destined to be unrealized, according to research released today by Jupiter Communications. By 2002, online commerce driven directly by the primary portals will grow only slightly, from 18 percent in 1999 to 20 percent by 2002. Jupiter analysts advised commerce players to diversify their marketing strategies as a way to reach the rapidly growing audience of online buyers.

The research, delivered this morning at the Jupiter Shopping Forum, revealed that while 92 percent of commerce executives with current portal deals surveyed believe that portal tenancy deals help drive sales, more than 60 percent of those executives indicate that the same deals contribute less than one-third of total online sales. The result: Fewer than five percent of these executives categorize themselves as "highly likely to renew" their current agreements.

Portals tether their contract structure to what they deliver best-mass traffic. Therefore, commerce players need to be more aggressive, establishing performance-based partnerships to reach their sales and customer goals. "Commerce players simply have not demanded enough from their portal partners," said Marc Johnson, director of Jupiter's Digital Commerce Strategies research practice. "While they offer an effective means to drive traffic, primary portals do not help commerce players retain customers. Portals must develop compelling loyalty programs that help deliver repeat purchases for commerce partners, or they will risk losing the ability to garner huge anchor tenancy deals."

Jupiter advises commerce players to view portal tenancy deals as just one of several acquisition and retention tactics to capture a greater share of online revenue. Affiliate programs, affinity sites, and off-line marketing all represent necessary areas for marketing investment.

Jupiter's Portal Partnership research kicked off the first day of Jupiter Shopping Forum, at the Hyatt Regency Hotel in Miami, FL. Jupiter expects more than 750 industry executives and leaders to be on hand to hear retail and Internet experts participate in 16 sessions over the next two days. Keynote speakers for the two day event will include Bob Davis, President & CEO, Lycos, William Lansing, President, Fingerhut, and Kent Anderson, President, Macys.com. The Jupiter Shopping Forum agenda will examine the key business, creative and technology strategies including customer retention, pricing strategies, multiple channel strategies and how to deal with channel conflict.

### About Jupiter Media Metrix

Jupiter Media Metrix is the global leader in Internet and new technology analysis and measurement. The company delivers innovative and comprehensive Internet measurement, analysis, intelligence and events to provide businesses with unmatched global resources for understanding and profiting from the Internet. Jupiter Media Metrix brings together world-class, innovative and market-leading products, services, research methodologies and people. Jupiter Media Metrix brands include Media Metrix, AdRelevance, Jupiter Research and Jupiter Events. The Company is headquartered in New York City and operates worldwide, across the Americas, Asia Pacific, Europe (as Jupiter MMXI Europe), and the Middle East. Visit us at [www.jmm.com](http://www.jmm.com) for more information.

*This press release contains statements of a forward-looking nature relating to future events or future financial results of Jupiter Media Metrix. Investors are cautioned that such statements are only predictions and that actual events or results may differ materially. In evaluating such statements, investors should specifically consider various factors, which could cause actual events or results to differ materially from those indicated from such forward-looking statements, including the matters set forth in Jupiter Media Metrix reports and documents filed from time to time with the Securities and Exchange Commission.*

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1999 Release

Press Hotline: 917-534-6208 | [press@jupitermedia.com](mailto:press@jupitermedia.com)

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